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OFFICIAL

GUIDE

**NEW
YORK
WORLD'S
FAIR**



BY THE EDITORS OF TIME-LIFE BOOKS

1964/1965

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A dramatic exhibit of man's survival through the ages



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Nationwide
Worldwide
depend on



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Mr. Moses and Jinx Falkenburg view the N.Y. World's Fair

The setting is the elegant "Top of the Fair" Restaurant, overlooking the World's Fair grounds. Behind the scenes, Gas assures comfort for everyone. It cools and heats not only this Heliport building, but almost 80% of the entire Fair. And Gas prepares the fine food for virtually *all* the World's Fair's 75 restaurants.

For example, at "Festival '64—the American Restaurant," by Restaurant Associates, in the Festival of Gas Pavilion, Gas sets the table with a unique array of authentic American dishes. Try them! At the Fair, you'll also see new ways Gas—the fuel of efficiency and economy—serves you today, at home and in industry. See why Gas is first at the Fair...first in the world of the future. AMERICAN GAS ASSOCIATION, INC.

Do it tomorrow's way...with Gas



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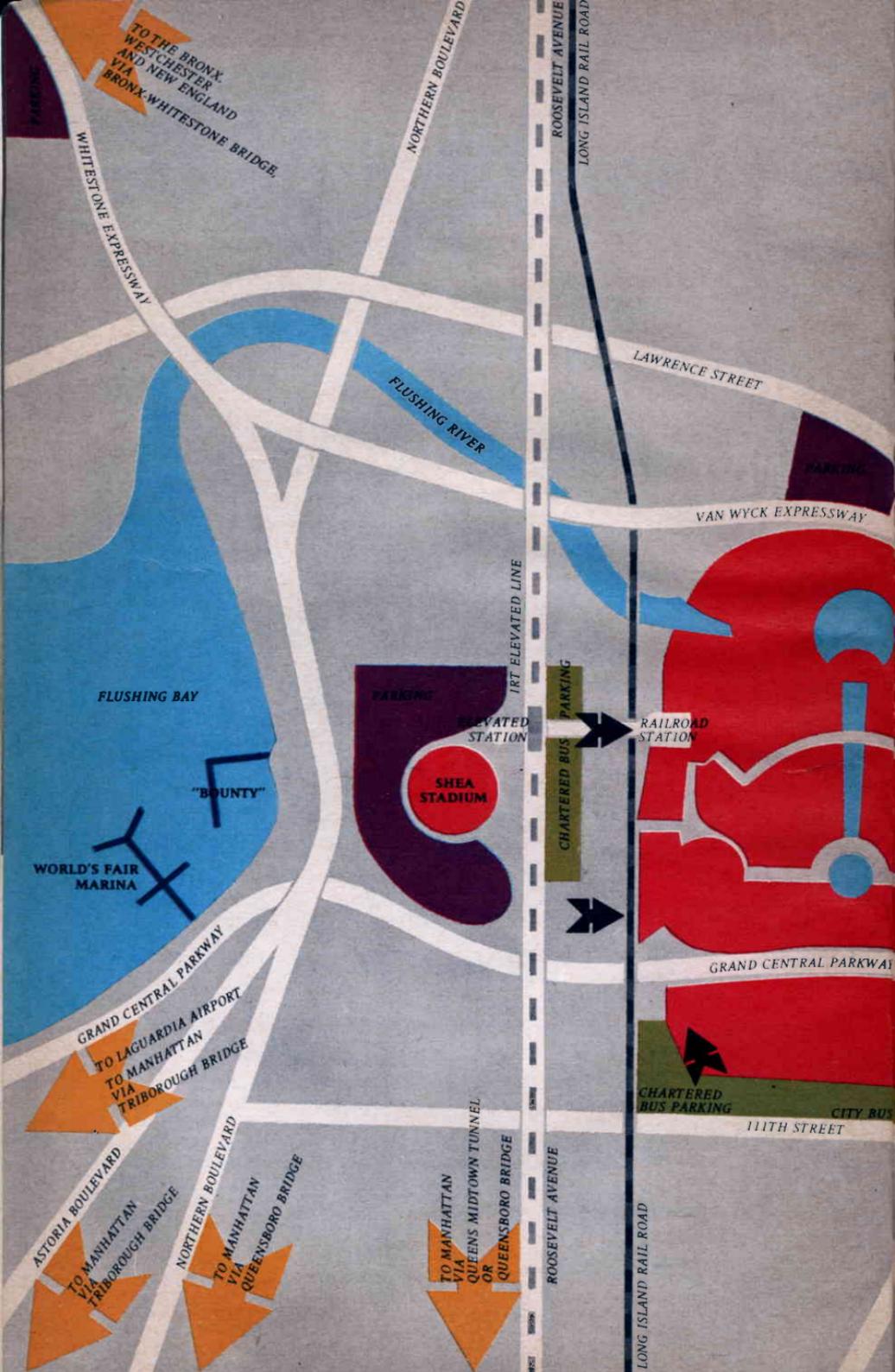
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A STATEMENT BY THE EDITORS: Every possible effort has been made to provide an accurate and full description of all Fair pavilions in this Guide. Where errors or omissions occur, they reflect changes in plans made by exhibitors after the Guide went to press.

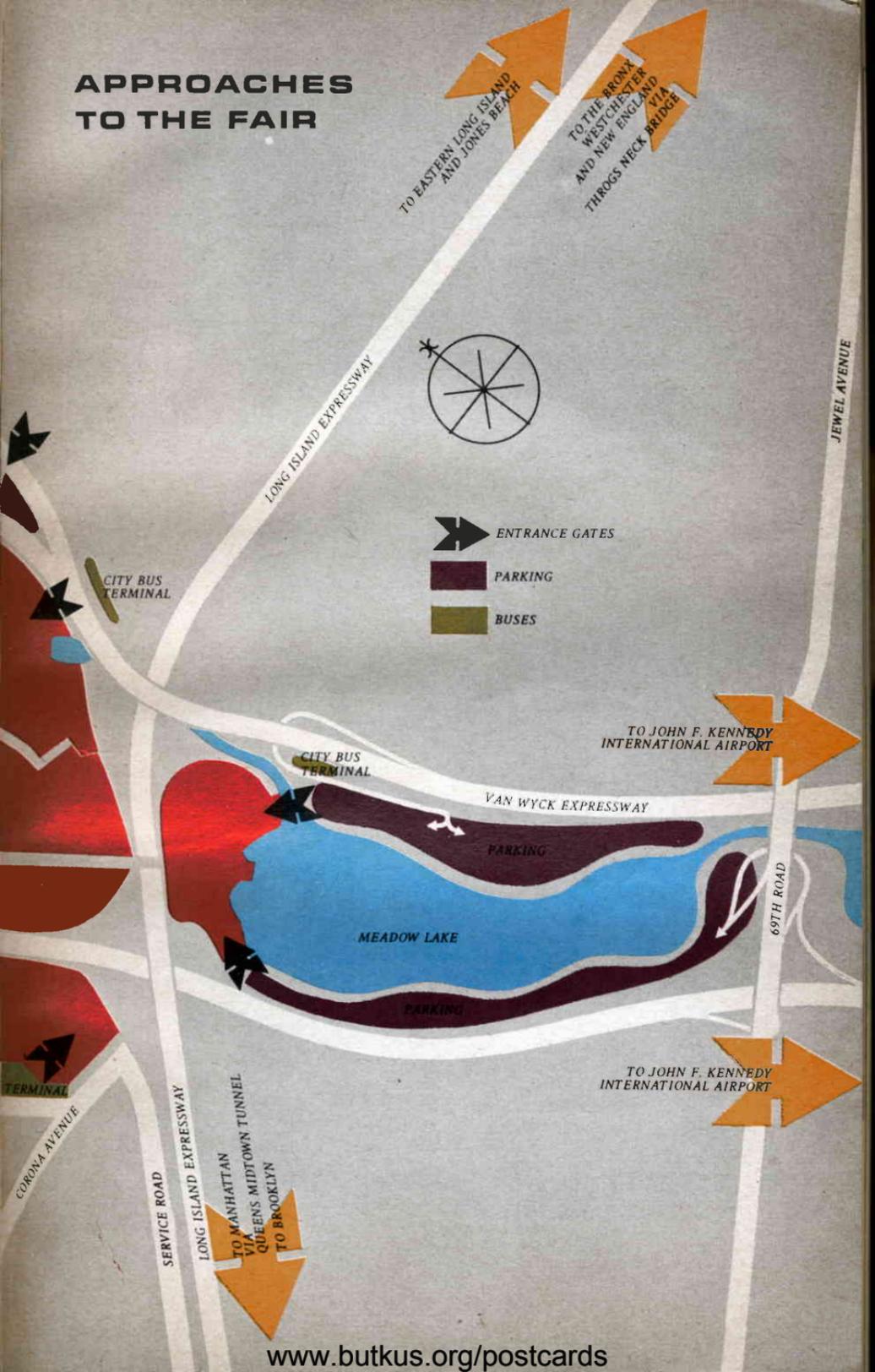
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APPROACHES TO THE FAIR



TO EASTERN LONG ISLAND
AND JONES BEACH

TO THE BRONX
WESTCHESTER
AND NEW ENGLAND
VIA
THROGS NECK BRIDGE

LONG ISLAND EXPRESSWAY



JEWEL AVENUE

-  ENTRANCE GATES
-  PARKING
-  BUSES

CITY BUS
TERMINAL

CITY BUS
TERMINAL

TO JOHN F. KENNEDY
INTERNATIONAL AIRPORT

VAN WYCK EXPRESSWAY

PARKING

MEADOW LAKE

PARKING

69TH ROAD

TO JOHN F. KENNEDY
INTERNATIONAL AIRPORT

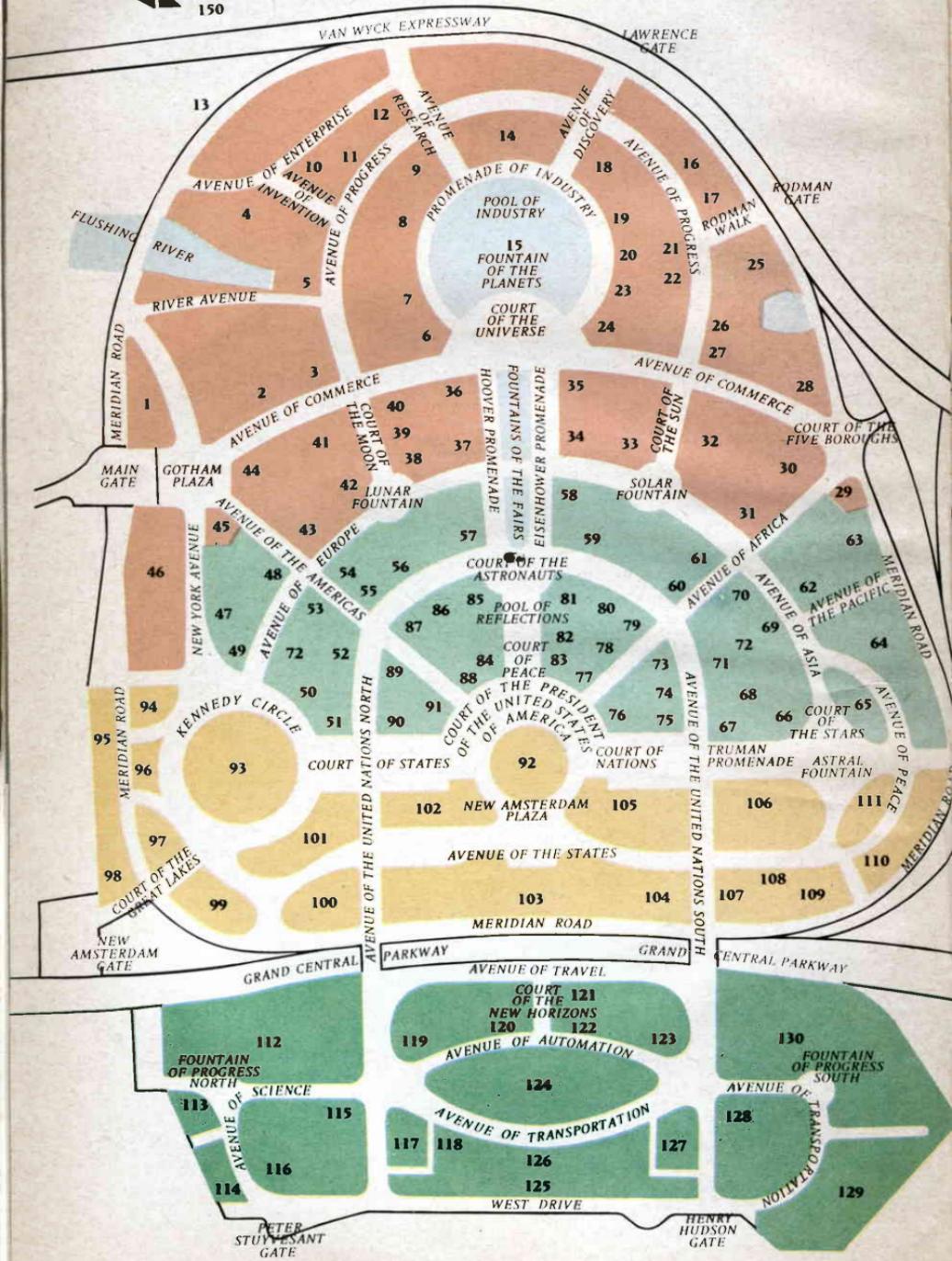
TERMINAL

CORONA AVENUE

SERVICE ROAD

LONG ISLAND EXPRESSWAY

TO MANHATTAN
VIA QUEENS MIDTOWN TUNNEL
TO BROOKLYN



PLAN OF THE FAIR

THE FIVE AREAS

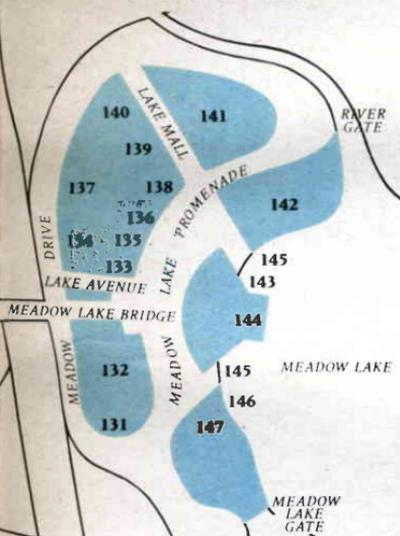
-  INDUSTRIAL
-  INTERNATIONAL
-  FEDERAL AND STATE
-  TRANSPORTATION
-  LAKE AMUSEMENT

THE PAVILIONS

- 1 HOUSE OF GOOD TASTE
- 2 MORMON CHURCH
- 3 FESTIVAL OF GAS
- 4 OREGON
- 5 MASTRO PIZZA
- 6 INTERNATIONAL BUSINESS MACHINES

- 23 CLAIROL
- 24 GENERAL ELECTRIC
- 25 BETTER LIVING
- 26 JULIMAR FARM
- 27 SCHAEFER
- 28 PEPSI-COLA
- 29 FIRST NATIONAL CITY BANK
- 30 EASTMAN KODAK
- 31 MEDO PHOTO SUPPLY
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- 108 ALASKA
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Bordeaux and
Burgundy Wines

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SCHIEFFELIN & CO., NEW YORK

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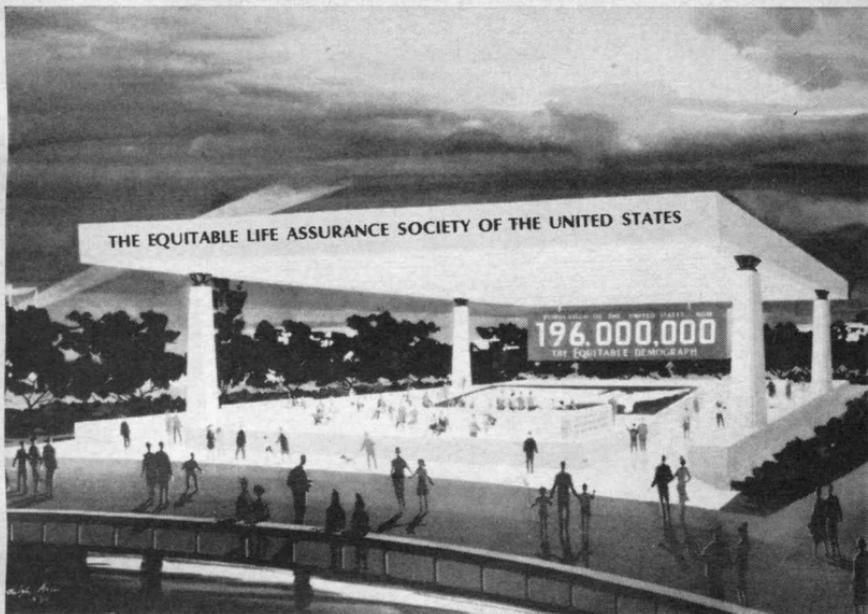
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*Valuable assistance in the preparation of this book
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See the up-to-the-minute story of the population explosion at the Equitable Pavilion

Every 7½ seconds a baby is born in the U.S.A. Every 18½ seconds someone dies in the U.S.A. Every 11 seconds our population increases by one.

See it for yourself: the whole, fascinating story of our changing population—on the Demograph at the Equitable Pavilion.

A gigantic mechanical marvel, the Demograph shows, minute by minute, how each of our states contributes to the dramatic cycle of births and deaths. It also portrays many other interesting aspects of the U.S. population.

Be sure to see the Equitable Demograph. You'll find it on The Pool of Industry, with its Fountain of the Planets.



The **EQUITABLE** Life Assurance Society of the United States

Home Office: 1285 Avenue of the Americas, N. Y., N. Y. 10019 ©1964



Robert Moses and the Unisphere.

WELCOME TO THE FAIR

The Fair aims to be universal, to have something for everyone.

What is it you want? Vast forces dormant in nuggets of imprisoned sunlight? Machines that fly, think, transport, fashion and do man's work? Spices, perfumes, ivory, apes and peacocks? Dead Sea Scrolls? Images divine and graven? Painted lilies and refined gold? The products of philosophy, which is the guide of life, and knowledge, which is power? We have them all.

Study the Fair. Come often. When you get here, don't rush. Be wise. Space your visits; save your arches, spare your muscles, use your head; patronize buses, rolling stock, rides, ramps and escalators; spot the oases and cultivate repose in the midst of multifarious activities.

We welcome you to the Fair.

ROBERT MOSES

President

New York World's Fair 1964/1965

VISIT FORD MOTOR COMPANY'S WONDER ROTUNDA



TAKE A FUN-FILLED RIDE ON WALT DISNEY'S MAGIC SKYWAY

Ride the Magic Skyway in the comfort of new Ford Motor Company convertibles. Zoom through the Time Tunnel to prehistoric times—see cavemen, battling beasts and erupting volcanos.

Travel the Magic Skyway into the fabulous future. Visit the breathtaking Space City.

Discover why Tomorrow Begins Today, the story of scientific research from the laser beam to radio telescopes.

Inspect Henry Ford's Quadricycle . . . Ford Motor Company winners on the raceways of today, from Monaco to Daytona . . . and idea cars of the future like the Allegro, the Cougar II.

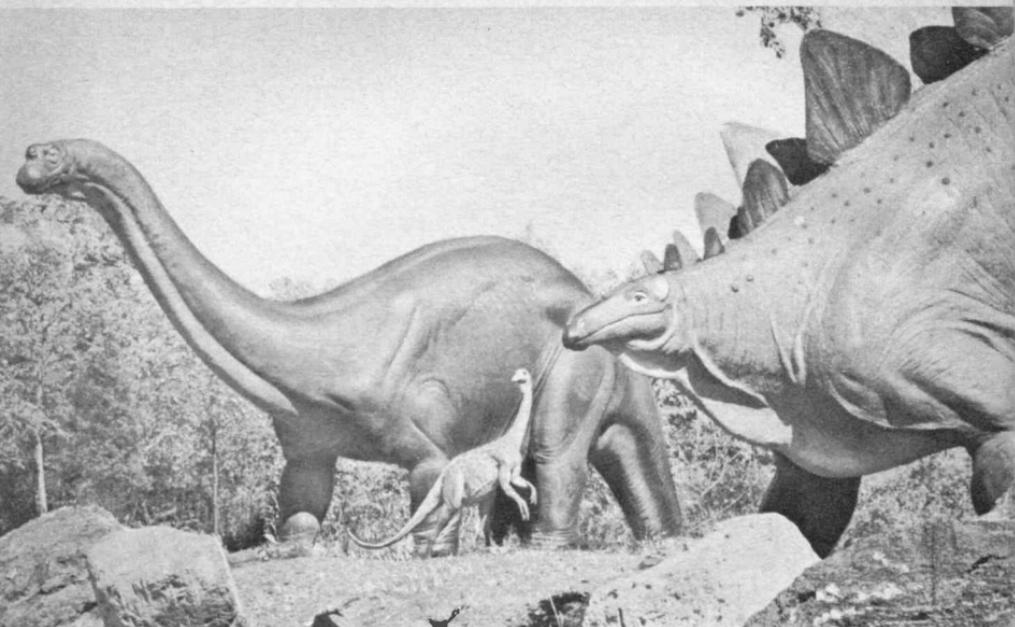
Hear the "Auto Parts Harmonic Orchestra." See the Magic Mirror and much, much more. Come be our guest at the Wonder Rotunda . . . enjoy seven acres of Disney-delightful fun.

LOCATED IN THE TRANSPORTATION AREA



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SEE THE EXCITING WORLD OF DINOSAURS



Sinclair DINOLAND

Dramatic, life-size replicas of nine different types of dinosaurs are shown in this fascinating and educational Sinclair Refining Company exhibit, located in the Transportation Section of the Fair.

A re-enactment of life on earth as it was some 60 million to 180 million years ago, the Sinclair exhibit

is as life-like and authentic as modern science and painstaking research can make it. You'll see the 70-foot Brontosaurus, one of the largest land creatures that ever lived... giant Tyrannosaurus, the most ferocious flesh-eater of all time... Ankylosaurus, the "walking fortress" plus other awesome dinosaurs, so realistic they look alive!

.....

Sinclair PETROLEUM PRODUCTS
RETAILED EXCLUSIVELY AT THE FAIR

For the convenience of all Fair visitors who come by car, Sinclair Service Stations, located at both of the Fair parking lots, will offer expert service and top quality Sinclair Products.

.....



DRIVE WITH CARE AND BUY *Sinclair* ...AT THE SIGN OF THE DINOSAUR

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HOW TO SEE THE FAIR

USING THE GUIDE

This Official Guide to the New York World's Fair 1964/1965 is a complete listing of what the Fair has to offer—exhibits, amusements, restaurants and services—and how to find them.

All of the Fair's 150 pavilions are described in the Exhibits section beginning on page 56. This section is divided into five parts, corresponding to the five areas of the Fair itself—Industrial, International, Federal and State, Transportation and Lake Amusement. There is also a section on Flushing Bay (page 246).

The map on pages 4-5 shows the approaches to the Fair; a complete map of the fairgrounds, with all pavilions keyed by number, is on pages 6-7, and individual maps of each exhibit area are under the area headings.

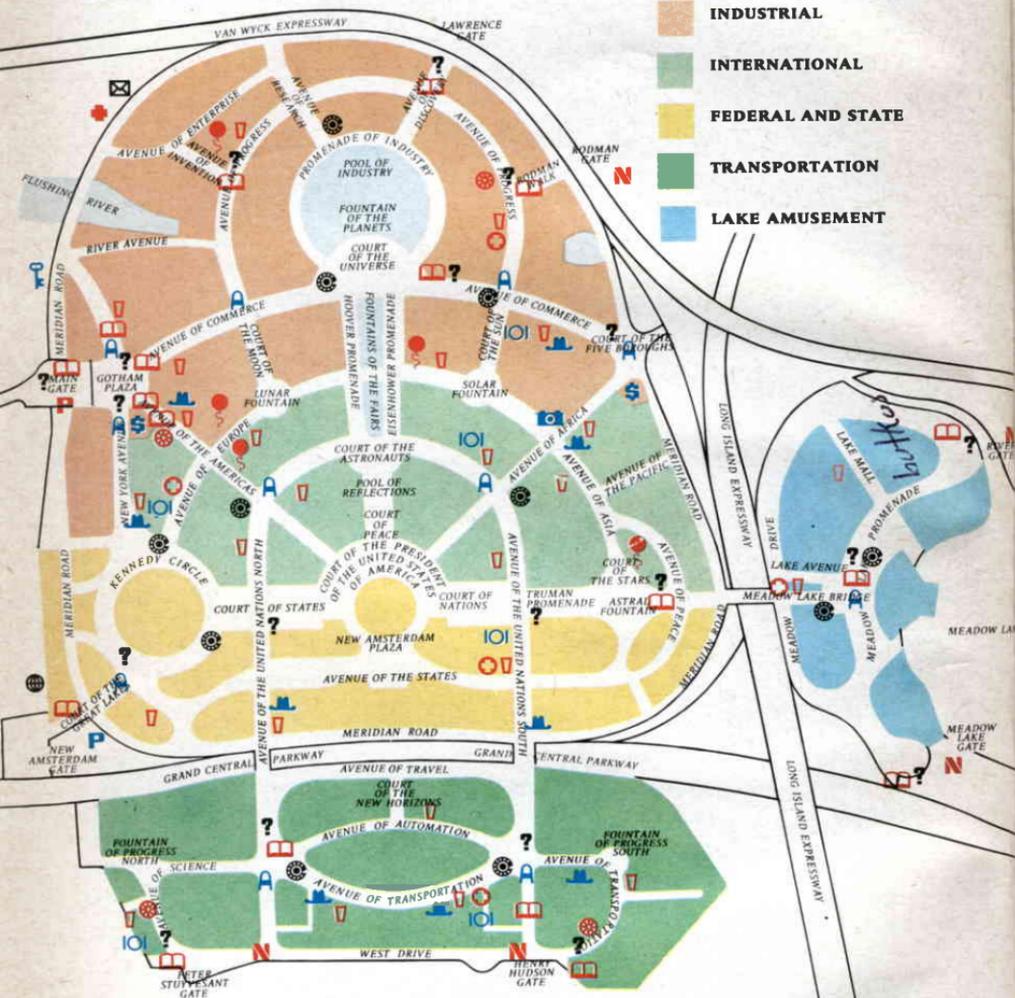
On page 14 appears a map showing where Fair services can be found. The 27 pages that follow present a primer of facts and figures about the Fair (see headings at right), including a convenient chart of World's Fair restaurants. A portfolio of pictures (pages 42-54) shows many of the attractions on the grounds. In addition, for the visitor from out of town, there is a roundup of things to do in the New York area, starting on page 248. A complete index of exhibitors, concessionaires and architects is at the back of the book.

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SERVICE MAP

THE FIVE AREAS

- INDUSTRIAL**
- INTERNATIONAL**
- FEDERAL AND STATE**
- TRANSPORTATION**
- LAKE AMUSEMENT**



- | | |
|--|------------------------------------|
| P POLICE HEADQUARTERS | N NEWSSTANDS |
| + FIRST AID | \$ BANKING |
| 👤 ARLINGTON HAT | 🏛️ ADMINISTRATION |
| ? INFORMATION BOOTHS | P PRESS |
| 🍽️ BRASS RAIL REFRESHMENT CENTERS | 🏥 HOSPITAL |
| 🍽️ BRASS RAIL SIT-DOWN RESTAURANTS | 🔑 SECURITY (LOST AND FOUND) |
| 📖 OFFICIAL GUIDE AND SOUVENIR BOOKS | ✉️ POST OFFICE |
| 🛴 STROLLERS AND WHEELCHAIRS | 📽️ FILMS AND CAMERAS |
| 📡 COMMUNICATIONS ARCHES | 🎡 PLAYGROUNDS |
| ☎️ FAMILY PHONE BOOTHS | |

Dates and Times

The Fair will remain open a total of 360 days during its two seasons—from April 22 to October 18, 1964, and from April 21 to October 17, 1965. Gates to the grounds open at 9 a.m. (Sundays and holidays included). Some pavilions also open at that hour, but most open at 10 a.m.; all remain open until 10 p.m. or later. Some amusements remain open until 2 a.m.

Tickets

Single admissions to the Fair, \$2.00 per adult, \$1.00 per child (age 2-12), are sold at each of the eight admission gates. During July and August of 1964 all children will be admitted on Mondays for 25 cents; there are also special prices for groups of schoolchildren from the New York area accompanied by a teacher. Books of tickets are available at the gates at a reduced rate: \$30.00 for a book of 20 adult tickets; \$15.00 for 20 children's tickets. These books, as well as single tickets, may also be purchased in advance by sending check or money order to:

Ticket Sales Cashier

Administration Building

New York World's Fair 1964/1965 Corp.

Flushing 52, New York.

Getting to the Fair

Fairgoers can travel to the fairgrounds from New York City by automobile, subway, railroad, bus, taxi, boat or helicopter. Here are directions:

* By car, through the Queens Midtown Tunnel, or across the Queensborough, Triborough, Bronx-Whitestone or Throgs Neck Bridges. These routes connect with the three major highways leading to the fairgrounds: Grand Central Parkway, the Van Wyck Expressway and the Long Island Expressway (see map, pages 4-5). Fifteen hundred special signs bearing the Unisphere symbol have been posted in and around the city to guide motorists to the Fair.

* By subway, via the IRT subway division or, transferring, via BMT and

IND. The fare is 15 cents from all stations in the city's 236 miles of subway system, except from the Rockaways, where the fare is 30 cents. All subway stations have signs directing riders to Grand Central Station or Times Square; from these points, directions to Fair subways are clearly marked. For the benefit of fairgoers, New York City has put 430 new cars on the eight-and-a-half-mile run between Times Square or Grand Central Station and the Fair (Willets Point Station). These "World's Fair Specials" have extra-large windows to provide a view of the New York skyline along the elevated route to the Fair.

* By Long Island Rail Road. Special air-conditioned express trains shuttle between Pennsylvania Station in Manhattan and the LIRR's World's Fair Station adjacent to the main entrance of the Fair. The run takes 12 minutes, and trains leave about every 12 minutes in each direction. The fare from Penn Station (one way) is 50 cents, or fairgoers may purchase a \$2.50 package, which includes a round-trip ride and one admission to the Fair. Special service also is provided linking the World's Fair Station with all parts of Long Island, and reduced-rate packages and fares are offered from Long Island stations. (For information call REpublic 9-4200.)

* By taxi. New York City cabs charge a standard rate of 25 cents for the first one-fifth mile, five cents for each additional fifth, plus tolls.

* By boat. Transportation will be available to the Fair Marina from Pier 81 at West 41st Street in Manhattan and from the Parkchester Beach Club in the Bronx. Hydrofoil boats, which skim over the water on winglike foils, provide transportation from South Street in lower Manhattan to the Fair Marina. Other hydrofoils run from East 25th Street and from Hunts Point Avenue in the Bronx. Private boat owners may also tie up at the Marina.

* By bus. Visitors can reach Flushing Meadow by bus from Manhattan and the Bronx, and from Westchester and Nassau Counties. Buses operate from the West Side Airline Terminal on Manhattan's West 34th Street, from the

George Washington Bridge Bus Terminal, from both LaGuardia and Kennedy Airports, and from regular stops in Westchester and Nassau. There is also bus service (via the Q44 bus) from the Bronx. Rates range up to \$1.00 one way. * By helicopter. Regular flights, which take from five to nine minutes depending on place of origin, leave for the Port Authority Heliport at the Fair from these points: the Wall Street Heliport; and Newark, LaGuardia and Kennedy Airports. In all, there are 30 flights daily to and from the Fair, between the hours of 9:30 a.m. and 11:30 p.m. Each helicopter carries 25 passengers; the fare is about \$8.00 per person. (For information call Illinois 8-7400.)

Parking

The Fair has four huge parking lots with a combined capacity of 20,000 cars. These are the East and West Meadow Lake areas, the Lawrence Street area and the Flushing Airport parking area (see map, pages 4-5). In addition the 9,000-car Shea Stadium parking lot will be available to fairgoers when not in use for sporting events. The charge for parking at the four Fair lots is \$1.50 per day (closing hour, 3 a.m.). For persons who park at Flushing Airport, there is a 15-cent bus shuttle to the entrance gates; there is free shuttle service from the two Meadow Lake lots. No trucks or trailers may be parked in the Fair lots; pets may not be left in cars or taken on the fairgrounds. For automobiles that are disabled at the Fair, the Sinclair Oil Company maintains two stations (one at the East Meadow Lake parking area and one at Flushing Airport) which will provide towing and repair service.

Where to Stay

There are 376 approved hotels and motels in the greater New York area, with a total of more than 100,000 rooms. A complete listing, including rates, location and other pertinent information, is provided in *The New York World's Fair, 1964/1965 Hotel and Motel Guide*.

All hotels and motels listed have signed an agreement with the World's Fair not to raise rates during the 1964/1965 Fair seasons. The *Hotel and Motel Guide* is free, and available from local travel agents or upon request to:

World's Fair Housing Bureau
30 Rockefeller Plaza

New York, New York 10020

Telephone: Circle 7-0100 (area code 212).

Room reservations may be made through travel agents, by writing directly to the hotel or motel of choice, or by writing to the World's Fair Housing Bureau. Requests should include first, second, third and fourth choices. The Housing Bureau does not arrange for accommodations in private or apartment houses.

Getting about the Grounds

A model of the Fair, on view in the American Express Building just inside the main gate, will help visitors decide where to go first. For touring the Fair, there is a wide choice of conveyances. More than 300 Greyhound vehicles—of four specially designed types—run through the grounds. Rapid-transit and sightseeing tours are available.

* Rapid transit. Two types of service are provided:

¶ Picture-window buses run clockwise and counterclockwise around the perimeter of the grounds, touching each of the eight admission gates and making 35 stops in all. This is the quickest way of moving between widely separated areas of the Fair. The fare is 25 cents, for the whole trip or one stop.

¶ Tractor-powered "Glide-a-ride" trains offer service across the fairgrounds, either east and west or north and south. The fare is 25 cents. White (for north-and-south service) and green (east-west) flags distinguish these shuttles from similar trains serving sightseers.

* Sightseeing. The Fair may be toured and viewed in a great variety of ways:

¶ Glass-domed, air-conditioned coaches, which have a recorded lecture describing points of interest, make a grand tour of the fairgrounds in an hour and a half. Fare is \$3.00 for adults, \$1.50 for children under 12.

*Filter...taste
and pleasure*



First with the finest
cigarettes through
Lorillard Research

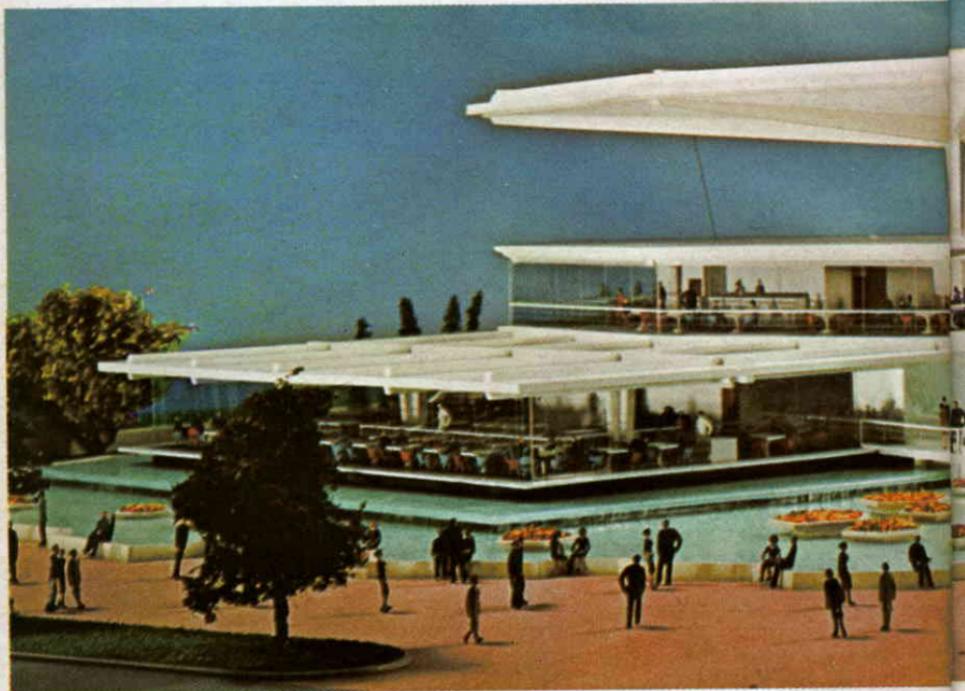
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filter-action and satisfying taste**

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GAS... energy of sets the pace for the



*Festival of Gas Pavilion at the New York World's Fair,
designed by Walter Dorwin Teague Associates.*

Be sure to visit the Gas Industries Pavilion at the Fair and help us celebrate "The Festival of Gas."

There is fun for the whole family at this fascinating exhibit . . . a thrilling ride on the Giant Carousel; interesting shows in the "Theater of Food," where famous chefs give their secrets of cooking with Gas; a fabulous Puppet Show; and you'll want to eat in the delightful comfort of "Festival '64—The American Restaurant" by Restaurant Associates —air-conditioned, like 80% of the Fair, by dependable, economical Gas. And perhaps most rewarding of all will be

the increased awareness you will gain of the new concepts in every day comfort and convenience that modern Gas is developing for you and your family.

In The Kitchen of the Future, just for one example, you'll watch dramatically new Gas appliances automatically emerge from bare walls, floors, ceilings as they are needed by the housewife, and disappear when no longer in use.

When you see the limitless possibilities of serving Mankind, which the scientists and technicians of the Gas Industry are developing, you will agree: "Gas is the energy of the future."

the future... World of Tomorrow



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GAS

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¶ Glide-a-ride Area Tours are shorter (from 30 to 45 minutes) sightseeing trips. Each also features a recorded lecture. See route map, available at information booths, for boarding locations. Prices range from 50 cents to \$1.00.

¶ Four-passenger "Escorters," open-sided, Fiberglas-canopied vehicles, may be engaged as taxis on a meter basis, or by the hour or day. These vehicles have driver-guides who will help passengers plan their tour. The cost is about \$9.00 an hour for two passengers, or \$11.00 an hour for four. Minimum charge is \$3.00 for 20 minutes.

¶ Greyhound guides will also accompany families or small groups on informative walking tours. Guides may be engaged at any of the information booths on the grounds. To aid fairgoers in planning tours, Greyhound has 100 blue-uniformed representatives roving the fairgrounds.

¶ Besides these services, there are many rides which are intended primarily as entertainment but which offer striking views of the Fair, such as the Monorail, the Belgian aerial ride and the Swiss Sky Ride. They are described fully in the Exhibits section of this Guide (pages 56-247). In addition, sightseeing flights over the grounds in 25-passenger helicopters leave every few minutes from the Port of New York Authority Heliport on the fairgrounds.

Information Booths

Near each of the entrance towers and spotted elsewhere about the fairgrounds are 21 Greyhound information booths where the fairgoer can get information concerning the Fair, including advice as to congestion at various pavilions, unlisted special events or changes in programs. Most booths have a bilingual or multilingual attendant, and each booth is connected by teletype and telephone to the World's Fair Information Center, manned by 40 operators.

Centers for News

Eleven "Communication Arches" built by the General Foods Corporation pro-

vide continuous news coverage at the Fair. In the center of these 60-foot-high steel archways giant electronic information panels that can be read 300 feet away carry summaries of World's Fair, local and international events. There is also a special Press Building for members of the working press.

Computer Travel Services

In the Transportation and Travel pavilion, as part of the Data Patterns exhibit, an electronic computer provides "instant itineraries" for tours of New York City, the U.S.A. and the world. The fairgoer need only indicate to the Univac Real-Time Computer where he wants to go and what his interests are. In seconds the computer provides a personally tailored listing of locations, descriptions and routes, all arranged in the most efficient order for traveling, and estimating the amount of time the trips will take and the costs involved. There is no charge for this service.

In addition, a Diners' Club exhibit in the same pavilion has an electronic device that reports the entertainment and prices of 600 Manhattan restaurants and night clubs. Attendants help in making reservations.

Hertz Transportation Center offers travel information and reservations.

Souvenirs

At 36 Brass Rail newsstands, refreshment stands and restaurants the fairgoer may buy a variety of souvenirs, including the Official World's Fair Souvenir Map (regular edition \$1.00; de luxe edition \$2.50) and the Official World's Fair Souvenir Book (\$2.50), both published by Time Inc. These publications, as well as the Official World's Fair Guide, are also available at 32 special sales booths. The Arlington Hat Company sells souvenir hats and balloons at several locations.

Hospitality Centers

Special welcoming facilities have been established for a number of groups.



The world's fairest know...
if it's the finest in cosmetics

it's by *Revlon*

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The Great Entertainer

What makes it so great? Just this.

7 Crown's special quality of taste widens the range of drinks a whiskey can make—long, short, sweet, sour, hot, cold. When entertaining at home or in your favorite tavern, you'll find no one whiskey does so much, so well, as Seagram's 7 Crown.

So many people have discovered this to be true that 7 Crown is by far the most preferred whiskey in America. Such popularity, too, is the mark of a Great Entertainer.

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SAY SEAGRAM'S AND BE SURE

* In the Coca-Cola pavilion, the USO maintains a "referral and information lounge" for servicemen and their dependents. Advice is offered on hotels; other personal services include free tickets to some New York theaters and Madison Square Garden events.

* An official Women's Hospitality Center is sponsored by Purex on the roof of the Better Living Building in the Industrial Area. This is a meeting place for women's groups from all over the world. Organizations may arrange for teas, luncheons and receptions. Interested groups should write to:

Director of Women's Activities

*New York World's Fair 1964/1965 Corp.
Flushing, New York 11380.*

* The Masons and the Boy Scouts have pavilions at the Fair. New York Rotarians maintain an information center in the National Cash Register pavilion where Rotary Club members can get information on daily meetings and programs, and daily luncheons are sponsored by Rotary International in the Texas pavilion.

For Special Events

Four large open areas are used for outdoor meetings, assemblies, concerts and other special events. They are the grass Parade Ground in the Industrial Area, and the three concrete-surfaced "Commons," the Enterprise and Industrial Commons in the Industrial Area, and the Transportation Common, located in the Transportation Area.

Banking

A Visitors Branch of the First National City Bank offers complete banking service to fairgoers in its pavilion in the Industrial Area. The bank sells traveler's checks, exchanges foreign currency and will even arrange for a loan. Tellers speak several languages. The American Express pavilion in the Industrial Area also sells and cashes traveler's checks and money orders, has a foreign currency exchange and maintains a speedy "check-clearance-by-telegraph" service to banks in cities all over the world.

For fairgoers who have American Express credit cards, personal checks are cashed immediately.

Mailing

There are 60 letter boxes scattered about the fairgrounds. The World's Fair Post Office, located in the Industrial Area, is designed as an operating postal service as well as an exhibit. It handles a daily mail volume equal to that of a middle-sized city.

Telephones

There are some 1,400 public telephones on the grounds, 900 located within various pavilions. All have "Touch Tone" dialing, the new push-button method that is being put into general use by the Bell System. In addition, the Fair features a number of "family booths"—white oval, air-conditioned units accommodating four to six people, in which hidden microphones and speakers replace the conventional instrument, making it possible to make group calls. Three of these are located in the Bell Telephone pavilion.

First Aid

The World's Fair Medical Department maintains five first-aid stations spotted about the grounds (see map, page 14). In each station are nurses and a first-aid attendant, and three to five physicians are on duty on the fairgrounds at all times. First-aid treatment at the Fair is free. In addition, the Fair maintains the Atomedic Hospital, located near the Post Office in the Industrial Area. Here a staff of nurses and doctors can handle as many as 30 patients in two-bed wards, providing sutures, minor surgery and other emergency treatment. The hospital does not keep patients overnight; those requiring further treatment are transferred to local hospitals.

Police and Fire Protection

The Fair has its own police force. At peak hours, there are some 300 police

These 3 tests prove First National City Travelers Checks are "Better Than Money"



Test No. 1—Refundability—London.

For this test, Miss Isabella M. Cunningham, of New York City, actually burned \$200 worth of Citibank Travelers Checks. Directed to a nearby Bank of New Zealand branch by her hotel, Miss Cunningham received a full refund on-the-spot.



Test No. 2—Acceptability—in Manila.

The Robert D. Highs, Medina, O., found Citibank Travelers Checks welcome in payment at the Sampaguita Crafts Center, useful for all their travel needs.

Why are Citibank Travelers Checks the best way to carry money anywhere? Actual tests, shown below, demonstrate three specific reasons: ready availability . . . immediate acceptability . . . on-the-spot refundability. In case of loss, Western Union Operator 25 directs you to thousands of U.S. refund points. There are thousands more abroad . . . and hotels there can direct you to the nearest one.



Test No. 3—Availability—in Amarillo.

T. L. Roach, Jr., rancher, buys his Citibank Travelers Checks at the Amarillo National Bank, uses them at home and on his frequent trips. Takes just minutes at banks everywhere.



Member Federal Deposit Insurance Corporation

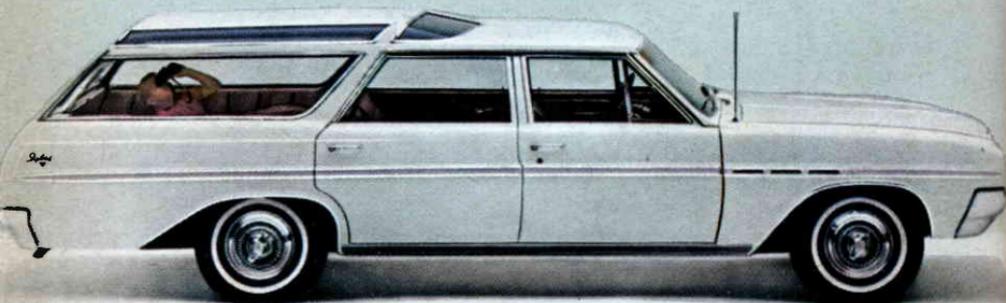
OFFICIAL TRAVELERS CHECK NEW YORK WORLD'S FAIR 1964-65

First National City—the only bank at the Fair

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This, as you can see, is a new kind of wagon. This is the Buick Skylark Sports Wagon. People who sit back here like it because now they have lots of head-room. Because the third seat faces forward. Because a new kind of heat- and glare-absorbing glass skyroof lets the outside world in. Because they enjoy the smooth Buick ride. Because they like its looks.

People who sit up here like it too. Of course. It's a Buick, isn't it?



For a closer look, visit the Buick Exhibit at the Product Plaza in the General Motors Building. And while you're at it, see all the other Buicks—then go drive one at your Buick dealer's. Because above all, it's a Buick.

Buick Motor Division

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officers on the grounds. Police headquarters can be reached instantly over one of the 165 clearly labeled Emergency Phones located throughout the fairgrounds. The Fair also maintains its own on-the-grounds fire company with three fire trucks. The Fair headquarters is in the Administration Building, located in the Industrial Area.

Lost Children

Parents separated from a child should immediately notify the nearest policeman, who will learn from headquarters if the child has been found and where he is. Police will keep any lost child in the vicinity where he was found for 30 minutes and will have his name and description announced over the loudspeakers. If the child is not claimed, his image will be televised on the 250 color sets that are located about the fairgrounds.

Playgrounds

There are several playgrounds about the Fair: at the Protestant and Orthodox Centers and at the Simmons, Denmark, Johnson's Wax and the Vatican pavilions. For infants, Scott Paper pavilion has a diaper-changing lounge.

Lost and Found

Articles lost on the grounds may be claimed in the World's Fair Security Building from 9 a.m. to 5 p.m. Fairgoers may also call or write to the Lost and Found Section in order to claim lost goods. Items found on the grounds should be turned over to a policeman or taken to the Security Building.

Public Lockers

There are 2,500 public lockers where, for 25 cents, a fairgoer may store pack-



"BLACK & WHITE" *Announces A Companion Scotch!*

"BLACK & WHITE"

EXTRA LIGHT

BLENDED SCOTCH WHISKY • 86.8 PROOF • THE FLEISCHMANN DISTILLING CORP., N.Y.C. • SOLE DISTRIBUTORS



Entertainment for Everyone!

Movie fans can sit in a Theater-in-the-Air! See Johnson's great color movie that dramatizes the universal joy of living! Shown on the Tri-Screen System that puts you in the picture!

Linguists can talk to multi-lingual guides from nations served by Johnson Wax in every part of the world.

Homemakers will be fascinated by Johnson's real Electronic Brain. Ask it your home-care questions. See it flash back the answers instantly.

Children will love the surprise-filled Fun Machine with all kinds of gimmicks and gadgets to intrigue and delight all ages.

Everybody who wears shoes can get a free shoe-shine in Johnson's Automated Shoe-Shine Parlor.

at the **Johnson Wax Golden Rondelle**
Eisenhower Boulevard and the Avenue of Europe



 **Johnson**

www.butkus.org/postcards

ages and other personal effects. Lockers are located near all gates and along the main malls.

Rest Rooms

Every pavilion has rest room facilities, as do all of the 25 Brass Rail Refreshment Centers.

Book for the Blind

Available free, at the National Industries for the Blind exhibit in the Better Living Building, is a 20-page Braille booklet, prepared by the Lighthouse for the Blind, describing World's Fair pavilions and providing directions to them.

For Relaxation

Thirty-five hundred benches lining the Fair's paths and malls can accommodate up to 10,000 footsore visitors. Many of the pavilions also have places to relax. In addition, resting alcoves containing beds may be rented at the Simmons pavilion.

* Scattered over the fairgrounds are 35 landscaped parks. In most of the parks are comfortable aluminum-and-Fiberglass benches. In addition, a pavilion called the Garden of Meditation is specifically meant for relaxation; it is located in the International Area.

For Viewing

Besides the pavilions, there are pools, fountains and sculpture gardens located on or about the grounds.

* There are 11 reflecting pools and nine spectacular fountains at the Fair. The fountains form ingenious patterns and colors. For example, the Solar fountain, lighted in hues of gold, has a central column of water rising 30 feet, crowned in a "starburst" from which delicate streams cascade downward. The Lunar fountain forms a central bubble of water 24 feet in diameter, illuminated from within by flickering blue lights, while 16 parabolic jets radiate outward from its dome. The largest fountain—the Fountain of the Planets,

If you
want to see
everything
at the Fair,
you need at
least five days
and a pair of
Supp-hose
Socks.

Supp-hose Socks will be one of the most popular exhibits at the Fair. You'll see them everywhere. Here's why. Supp-hose helps ease leg fatigue. Only Supp-hose has the patented* 2-way rib that gives you the support you want and, at the very same time, makes you look good. \$4.95 a pair.



Supp-hose[®]
SOCKS FOR MEN

ANOTHER FINE PRODUCT OF KAYSER-ROTH

*U. S. PAT. NO. 2739467



You'll love Walt Disney's magic touch in the delightful Carousel of Progress, the awe-inspiring Sky-Dome Spectacular.

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For an unforgettable experience...visit

GENERAL ELECTRIC PROGRESSLAND

A *WALT DISNEY* Presentation

New York World's Fair

On the Avenue of Commerce beside the Pool of Industry

ADMISSION FREE



You'll see the first public demonstration of Atomic Fusion, an exciting all-electric Medallion City. Bring the whole family!

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**SEE THE WORLD'S MOST
BEAUTIFUL STEREO SET
— IN CLASSIC JAPANESE STYLE**



**NATIONAL
PANASONIC**

At the **Matsushita Electric booth** in the Japanese Pavilion, see the work of famous Japanese craftsmen.

They've created a stereo cabinet that is as delicately carved as an ancient Japanese work of art. Inside it is not only the finest stereophonic record player, but a TV, tape recorder, and AM, FM, and short wave radio of the same unmatched quality.

You'll see many other products by Matsushita, the electronics masters of the Orient: tape recorders, tiny transistor radios, miniature TVs, etc. They are typical of the products that have made Matsushita a trusted name in 120 countries.

In the background of the Matsushita exhibit is the biggest Japanese painting you've ever seen, done in the delicate brushwork Japanese artists are known for. Don't miss the Japanese Pavilion — and the Matsushita exhibit!

Japan's Largest Producer of Electronic and Electrical Home Appliances

MATSUSHITA ELECTRIC

JAPAN

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situated in the Pool of Industry—is the scene of fireworks displays and musical programs.

* Nine masterpieces of American sculpture are prominently displayed. Five are original works commissioned by the Fair; the others are borrowed from the Metropolitan and Brooklyn Museums. The new works include Donald Delue's 43-foot-high bronze figure, *The Rocket Thrower*, in the Court of the Astronauts; Paul Manship's elaborate *Sundial*, 10 feet in diameter and decorated with gold-leafed creatures of the zodiac, in the Pool of the Tri-Centennial; and other sculptures by Marshall Fredericks, José Rivera and Theodore Roszak. Works by Carl Milles, Harriet Frishmuth and Frederick MacMonnies are exhibited on loan.

* A short walk from the fairgrounds (through the Lawrence Street parking lot and across an overpass) is the Queens Botanical Garden. Here are 99 species of flowering bulbs, 5,000 rosebushes, perennial asters and a heath garden. A special arboretum contains many varieties of shrubs, evergreens, and flowering and shade trees from around the world. Admission to the Garden is free.

Strollers and Wheelchairs

This equipment is for rent near the Fair's four main entrances (Gates 1, 3, 4 and 7-8). The strollers, designed for children up to seven years of age, rent for \$2.00 a day; wheelchairs are rented on an hourly or daily basis. Strollers may be rented at one location and returned to another.

Newsstands

The five newsstands on the fairgrounds sell tobacco products, World's Fair publications, and American and foreign newspapers and magazines.

Photography

Photographic equipment, developing and information are available at the Medo Fair Camera Shop. Film is also available at the Brass Rail souvenir shops.

**All three of these
amazing restaurants
are right in
Rockefeller Center.**

**"My name is Anders.
I'm your butler tonight!"**



TONIGHT, DON'T GO TO A RESTAURANT;
COME TO THE TOWER SUITE.

Tower Suite

PENTHOUSE FLOOR, TIME-LIFE BLDG.
ROCKEFELLER CENTER, JU 6-2100

**Argentina was
broiling steaks before
Texas ever heard
of sirloin.**

One day an Argentinian Chef walked into La Fonda and said: "I can broil the best steaks you ever tasted." He's been doing just that for us ever since. Luncheons at \$2.50, Dinners at \$5.95. And every Sunday a wild, wild Fiesta. (Positively no dancing on the tables.)

La Fonda del Sol.

Time-Life Building, PLaza 7-8800.

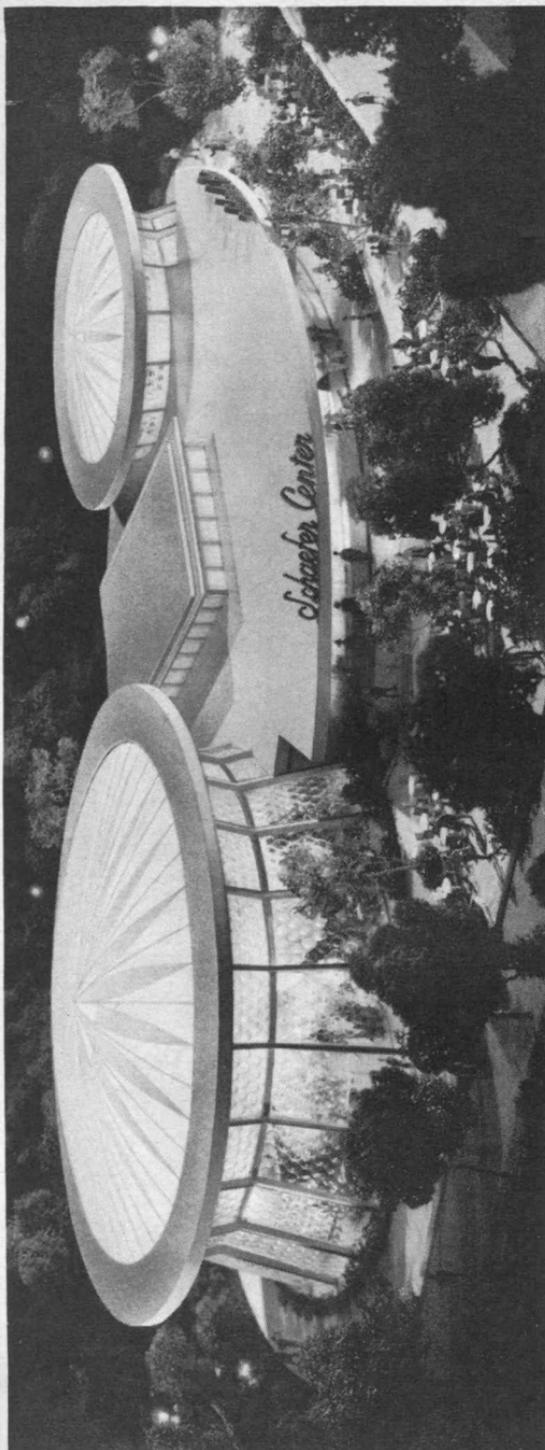


**ROCKEFELLER CENTER
57 WEST 48TH STREET
PLAZA VII-III-IV-V-O**

RESTAURANTS

The restaurants listed here offer full-course meals. Snack bars and other places offering limited meals are listed separately on page 40. Unless otherwise noted, all restaurants shown below have bars and stay open until midnight or later. Locations are given by pavilion number (in parentheses) or by area. Restaurants listed as "inexpensive" serve dinners costing up to \$2.50; dinners at "moderate" restaurants cost from \$2.50 to \$4.50; "expensive" restaurants charge from \$4.50 up. Lunches are proportionately less.

<i>Location</i>	<i>Price</i>	<i>Food and Atmosphere</i>
AFRICAN PAVILION (76)	moderate	Food is served in treehouses reached by stairs. A typical entree is stewed chicken with peanuts.
AMERICAN INTERIORS (11)	expensive	The Glass Tower Restaurant serves a buffet lunch and de luxe dinners of U.S. regional specialties.
ARGENTINA (89)	moderate	Barbecued beef prepared in the Argentine manner, from patties to steaks, is the main specialty.
BELGIUM (64)	moderate	The Rathskeller serves American and Continental foods, particularly beef. In addition, more than three dozen small restaurants sell such specialties as crêpes and lobster with cream.
BETTER LIVING (25)	moderate	Guests may choose from five buffets at the Hilton Café International: Mediterranean, European, North American, South American, Oriental.
BRASS RAILS		Each Brass Rail offers a single fixed meal except on Fridays, when there is a seafood alternate: Southern fried chicken dinner, through a pie a la mode.
• Country Farm (Transportation)	moderate	Hot and cold Danish buffet, appetizer through dessert.
• Danish Garden (International)	moderate	Southern fried chicken dinner.
• Garden (International)	moderate	Spaghetti and meatball dinner.
• Italian Festival (Transportation)	moderate	
• Pan American Patio (Federal and State)	moderate	Mexican dinner, including barbecued beef.
• Steak House (Federal and State)	moderate	Steak dinner.
CARIBBEAN (88)	moderate	The food is authentic Caribbean, with calypso music and steel bands.
CHUN KING INN (133)	inexpensive	This features a full-course dinner for 99 cents, with such familiar dishes as egg roll, plus Hong Kong burgers (hamburgers with bean sprouts). No bar. Closes at 10 p.m.
DENMARK (54)	moderate to expensive	Specialties include a cold table, seafoods and open-faced sandwiches.
FESTIVAL OF GAS (3)	expensive	Festival '64 offers American gourmet cooking, including unusual fare—e.g., stuffed Amish ham.
FRANCE (66)	expensive	French <i>haute cuisine</i> is served in the atmosphere of a Parisian restaurant.
GREECE (77)	moderate	The Taverna serves American foods, as well as stuffed grape leaves and Greek lamb dishes.



Schaefer Center—Don't miss it!

(CORNER OF THE AVENUE OF PROGRESS AND THE AVENUE OF COMMERCE)

Don't miss it: Schaefer Center Restaurant, where you'll enjoy delicious food in a beautiful setting.

Don't miss it: The Schaefer Circle of Sports Gallery, where you'll see dramatic portrayals of some of sports' most memorable moments.

Don't miss it: Sports Celebrity's Corner, where a different well-known sports figure plays host each week.

Don't miss it: Schaefer Rotunda, where you'll see colorful exhibits from Schaefer's 122-year history.

Don't miss it: The 100-Foot Outdoor Bar and adjoining beer gardens, where you'll enjoy the most rewarding glass of beer you've ever tasted.

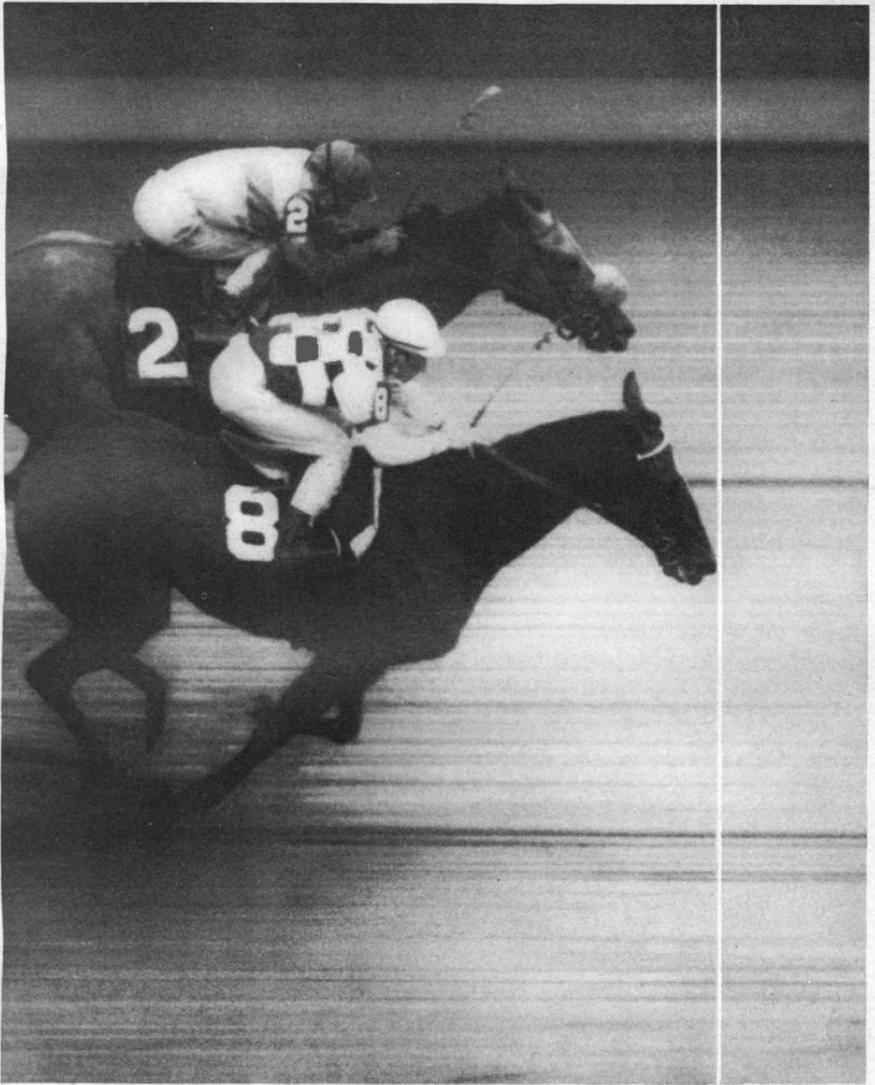
Don't miss it: Schaefer Center, where your family can have a world of fun or just relax in tree-shaded gardens.



Schaefer Breweries, New York and Albany, N. Y., Baltimore, Md.

RESTAURANTS

Location	Price	Food and Atmosphere
GREYHOUND (128)	moderate	Main Street, U.S.A., has three rooms: the Nantucket (seafood), Federal (Southern cooking) and Western (beef). There are also a Food Service of Tomorrow (visitors cook their own meals in seconds in microwave ovens) and a cafeteria.
GUINEA (60)	moderate	Fish, lamb and beef stews on rice are the specialties, with American and Continental foods also available.
HAWAII (142)	moderate to expensive	The Restaurant of the Five Volcanoes has an outdoor area offering \$1.95 <i>leilani</i> (picnics) for lunch, and three-hour, \$12 <i>luaus</i> (feasts) with music and dancing at night. The indoor Five Volcanoes Dining Room is expensive.
HONG KONG (56)	moderate to expensive	The Sun Luck serves gourmet food in a colorful and modern Oriental setting. The moderate Crown Colony Club offers chow mein and egg drop soup.
INDIA (50)	moderate	Chickens are charcoal-roasted in a handsome décor that recalls an ancient temple.
INDONESIA (86)	moderate	Dining—on stuffed trout in cabbage leaves and sweet and sour rice dishes—is enlivened by music and Indonesian dancing.
INTERNATIONAL PLAZA (68)	inexpensive	American, Italian and Chinese foods are served cafeteria-style. Beer only.
JAPAN (59)	moderate to expensive	The House of Japan offers two restaurants. One has Western-style dining with tables and chairs; at the other, dining is at low tables, with shoes left at the door. Both serve Western foods and such dishes as <i>sukiyaki</i> and <i>tempura</i> .
LOUISIANA (110)	moderate to expensive	Bourbon Street at the Fair has four big restaurants, two expensive (one specializing in seafood, the other in steaks) and two moderate (selling fried chicken and French peasant cookery, respectively). In addition, there are two moderately priced supper clubs with jazz.
MALAYSIA (74)	moderate	Specialties are <i>satay</i> (skewered beef) and curries (chicken, lamb, beef) served at tableside.
MARYLAND (94)	moderate	Shore dinners include terrapin, crab, clams and Southern fried chicken. Closes at 10 p.m.
MEXICO (91)	moderate to expensive	The Focolare (expensive) serves Mexican and Continental foods to the rhythms of a mariachi band. The Café Alameda (moderate) serves similar foods, both outdoors and indoors.
MINNESOTA (111)	moderate to expensive	The North Star Viking's smorgasbord table groans with over 100 foods from Minnesota. Continental breakfast until 10 a.m.
A MISSISSIPPI RIVER SHOWBOAT (143)	moderate to expensive	The Roulette Room's specialties are fried prawns, fried chicken and Mike Todd Jr.'s "America Be Seated" show. There is a \$5.00 minimum (\$6.00 weekends). The Scarlett O'Hara Room and The Red Garter serve Southern cooking at moderate prices.



**JUST A FEW MINUTES
FROM THE WORLD'S FAIR. NINE
BIG THOROUGHbred RACES
DAILY MONDAY THRU SATURDAY
AT THE BIG A**

Grandstand admission \$2. Come by car on Long Island highways—follow “Kennedy Airport” signs and get off at exit marked Aqueduct. Come by special subway train from Manhattan—departs from the 8th Ave. & 42nd St. station. Come to where the big action is. Aqueduct—the Big A